

Come Back Stronger

Securing the future during uncertain times

*With the COVID-19 crisis still unfolding, it can seem impossible to think about recovery and the post-crisis future. However, organizations must begin to do so. While there are still so many unknowns and no answers as to what the new normal will look like, **there are steps that organizations can take now to help establish a stronger foothold.***

ASSIGN SOMEONE TO THINK ABOUT THE FUTURE

It can be someone in-house. It can be one of your external partners. But someone needs to do it. Preferably, it will be a small core team who can focus their energies on gathering data, making quick decisions and asking key questions about the future.

CONDITION THE ENVIRONMENT

Organizations need to plan for—and take—immediate steps that will help in the long run. Almost all industries will face a long road back to financial health and it will be important for organizations to have a seat at the table to be part of the decisions that are being made about the future of business. Gathering a better understanding of what needs to happen now will help strengthen the positioning of an organization coming out of this crisis.



What are the available resources that organizations/industries should plug into now to better position themselves for the future?



Are there new stakeholders emerging that you should begin to engage with now? Are there existing stakeholders you should engage with differently?



Are there unique or new partnerships your organization/industry should be thinking about coming out of this given the dynamic environment?

PLAN TO COME BACK STRONGER

Outside of conditioning the environment, it's important to think about the future. While there is no playbook for what will happen, there are both risks and opportunities. Develop a plan now to get ahead of managing the transitions.



How will your stakeholder expectations change? How does your business/industry need to evolve based on these changing expectations?



What do you need to plan for to embrace the new reality? How will you put that into practice? Who will drive those changes forward?



How will your actions impact your employees, the economy and your community? What does your industry or organization want to be known for coming out of this? What do you want to say about what has changed?

HOW APCO CAN HELP

APCO can help organizations take the lead in managing out of this global crisis and looking to what's next. We will work with you to better understand the current environment, answer unanswered questions, prioritize decision-making, identify new stakeholders, engage differently with existing stakeholders, and secure a solid footing today and down the road. We will support you through providing comprehensive intelligence gathering, showcasing the places where your organization needs to take action and planning for the future.

- **Advocacy Campaigns** – Work at the grassroots level and partner with allies to tell authentic stories to help create action and change in the world.
- **APCO COVID-19 Response Index (CRI)** – Gain insights into how your brand is performing in public sentiment against competitors and obtain valuable counsel into shaping a communications response.
- **Come Back Stronger Plan** – Draw upon data-driven insights, innovation brainstorming and scenario planning to forge a path to come back stronger.
- **Employee Engagement** – Drive organizational change supported by clear communications that prioritize respect for employees and those affected by the crisis, as well as develop a strategy for engaging employees in new ways as they return to the new normal of operations.
- **emPOWER Outbreak 2020** – Enact a virtual crisis simulation to understand your level of preparation and how to be ready for the next major challenge of current known and unanticipated issues, even while the crisis is unfolding.
- **Global Economic Stimulus Support** – Know how to shape, apply for and receive critical stimulus funding around the world.
- **Innovation Brainstorming** – Tap into the unparalleled expertise of APCO's International Advisory Council, Health Advisory Board and senior strategists; proven frameworks; and imaginative solutions to fuel your come back stronger plan.
- **Measuring the Media Reach "Crisis Gap"** – Identify where your organization needs to pivot and plan for strategic opportunities when the COVID-19 news cycle changes.
- **Multiplier Partnerships** – Act now on the impetus, urgency and abundant opportunity to build and shape partnerships that can multiply impact and help communities that are critical to your business and help you emerge stronger from this crisis.
- **Opinion Research** – Stay ahead of fluctuations in sentiment, test messaging among key stakeholder groups, deploy offerings and connect with audiences to speed up reputation recovery.
- **Opportunity and Risk Scenario Planning** – Identify and take action on the unique risks and opportunities that will likely result in the evolution of the marketplace and your business driven by the crisis.
- **Stakeholder Analysis** – Understand how your stakeholder landscape is changing and engage in new ways during this pivotal time.
- **Trend Sensing** – Apply data science and digital insight techniques to forecast the topics that will be sustainable trends in the media through mid-2020 and beyond.
- **Value Through Social Impact** – Identify emerging opportunities and gaps to act with conviction now and establish the foundation for the future.